



# Valentine's Day Campaign Strategies

# Valentine's Day in Turkey

As in many countries around the world, Valentine's Day is one of the most popular special occasions in Turkey. In recent years, interest in Valentine's Day has grown steadily, and its contribution to online sales has increased to a clearly measurable level. As a result, the campaigns and marketing activities brands plan during this period have become increasingly critical.

Out of Turkish adults who have a boyfriend or girlfriend:

**65%**

Planning to buy a gift.

**4%**

Undecided.

**32%**

Not planning to buy a gift.

**100%**

Between 2011 and 2021, total shopping volume during the Valentine's Day period in Turkey increased by 100%. ([Source](#))

The cities with the highest shopping activity during Valentine's Day are Istanbul, Ankara, Izmir, Bursa, Antalya, and Konya. ([Source](#))

Source: IPSOS MORI

# Creating a Valentine's Day Atmosphere on Your Website

## Prepare Your Website for Valentine's Day

Turn the increase in website traffic during the Valentine's Day period into a real advantage.

Make sure visitors clearly notice your campaigns and giftable products as soon as they land on your site. The easier it is to discover relevant offers, the more likely users are to convert.

- ♥ Use a dedicated Valentine's Day color palette to make featured products and campaigns instantly visible.
- ♥ Guide visitors to relevant categories through promotional banners placed in your website header.
- ♥ Create dedicated landing pages such as a "Gift Guide" or category pages to simplify product discovery.
- ♥ Craft copy for landing pages, banners, and product descriptions in a way that emotionally connects with customers and supports purchase intent.

# Expand Your Valentine's Day Campaigns to Reach Different Audiences

Although couples are the primary target audience on Valentine's Day, expanding your campaigns to address additional customer segments can significantly increase conversion rates.

## Shoppers buying gifts for themselves

Valentine's Day is also a popular shopping period for consumers who want to treat themselves. Research shows that a meaningful portion of shoppers plan to purchase self-indulgent gifts during this time. Campaigns that highlight "self-love," rewards, or personal indulgence can resonate strongly with this audience.

## Shoppers buying gifts for friends or close ones

Especially among women, buying gifts for friends during Valentine's Day has become increasingly common. You can create campaigns that reflect this mindset by positioning your products as thoughtful gifts for friends, siblings, or loved ones, aligned with your brand's tone and product range.

## Anti-Valentine's Day gifts

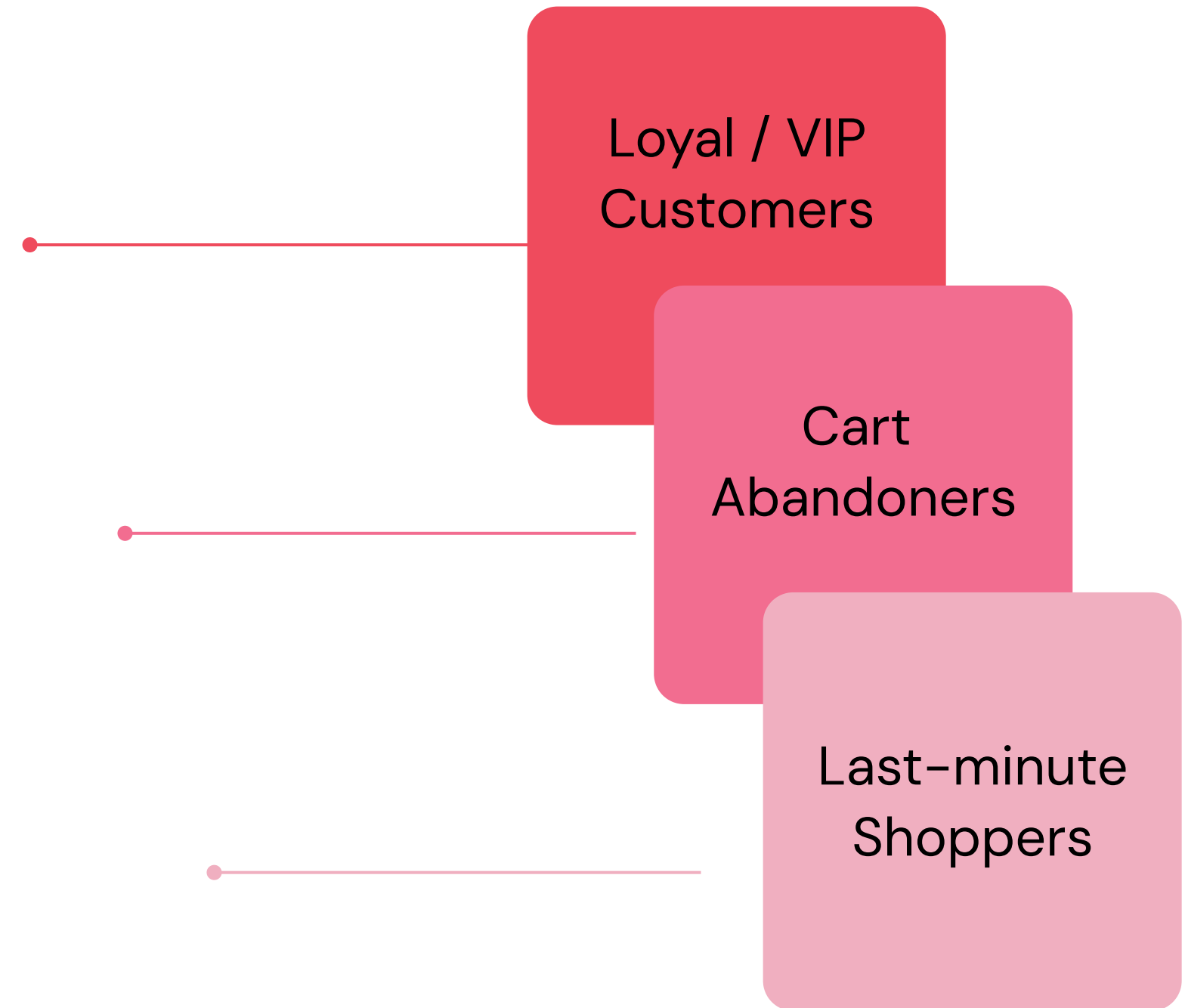
Valentine's Day doesn't appeal to everyone, and that's an opportunity in itself. By featuring anti-Valentine's Day products or messaging, brands can connect with this audience through a playful, humorous, or alternative tone. When executed well, this approach can strengthen brand affinity and build a more authentic connection with the right audience.

# Target Audiences Based on Customer Profiles

Customers who love your brand, shop frequently, and have high average order values respond strongly to exclusive communication. By offering personalized campaigns and special incentives, you can motivate them to purchase gifts either for themselves or for their loved ones during the Valentine's Day period.

Re-engaging users who leave products in their carts is critical for increasing conversions. By setting up automated reminders and follow-up messages, you can encourage these users to complete their purchases quickly, especially during time-sensitive periods like Valentine's Day.

Customers who leave gift shopping until the last moment represent a surprisingly large audience. You can tailor your messaging and campaign content specifically for this group and reduce purchase hesitation by highlighting options such as fast delivery, same-day shipping, or last-minute gift solutions.



# Personalize Your Onsite Campaigns by Segment

## New Visitors

For first-time visitors, design pop-ups, coupon offers, or gamification campaigns that encourage both sign-ups and initial purchases. These experiences help lower the barrier to entry while capturing valuable first-party data.

## Returning Visitors

Beyond generic coupon codes or discount pop-ups, personalization becomes especially powerful for returning users. You can highlight products they previously viewed directly within pop-ups or drawers and offer targeted discounts to guide them back to purchase.

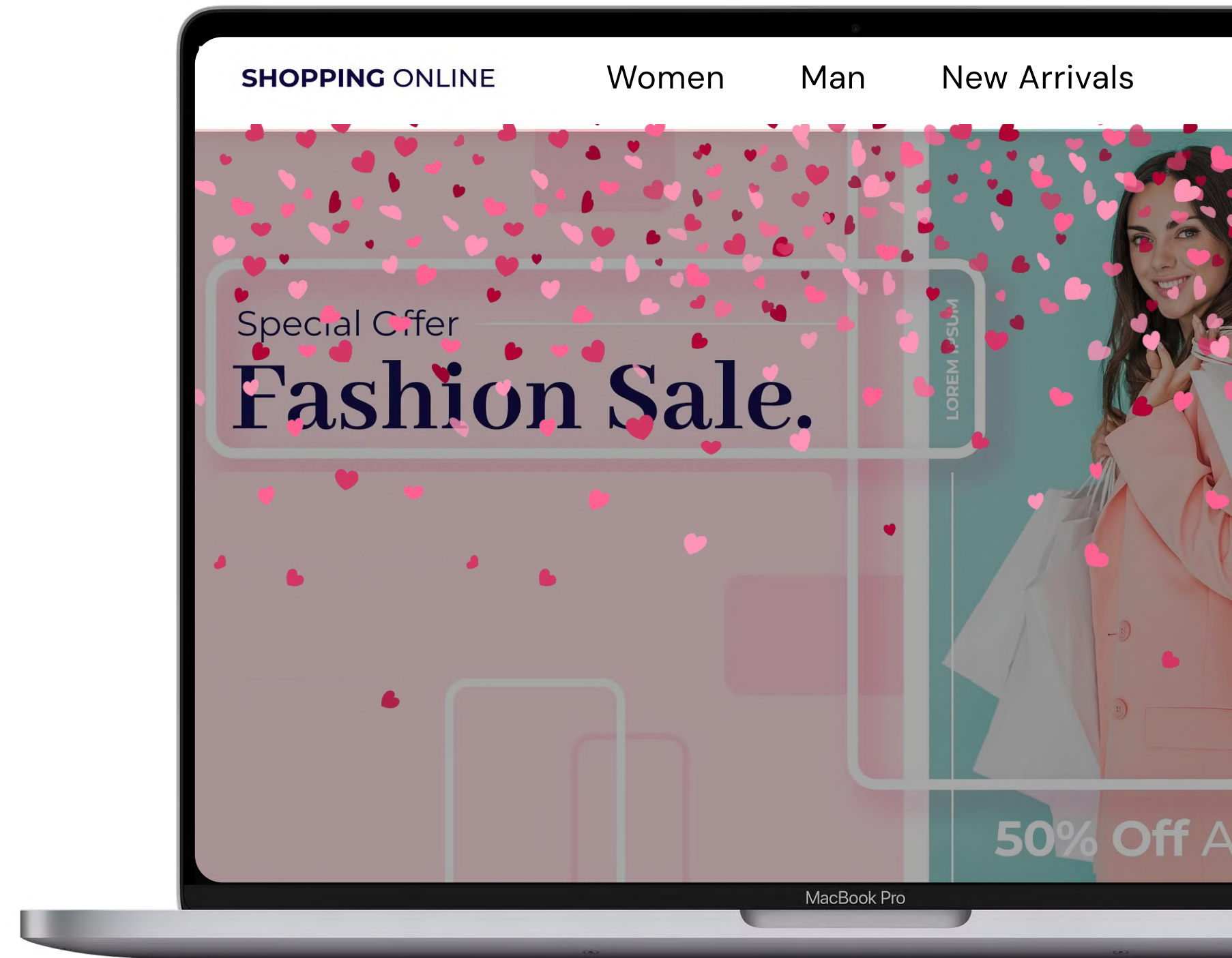
## Visitors who Leave the Website

For users who browse your site but attempt to leave without purchasing, trigger exit-intent pop-ups to recover lost conversions. You can motivate completion by offering discounts or coupons, time-limited promotions, or incentives such as free gifts or shipping for purchases completed within a defined timeframe.



# Dynamic Effects on the Homepage

During emotionally driven periods like Valentine's Day, you can capture users' attention by adapting your website to the Valentine's Day theme with heart animations, subtle sparkles, or soft pastel transitions. These dynamic effects on the homepage help create an emotional atmosphere and make the experience more engaging for visitors.



# Recommendation Widgets

Make sure to use recommendation widgets on your homepage to highlight products under sections such as “Popular Products” or “Popular Gifts.” This helps surface high-demand items immediately and guides users toward relevant choices without friction.



## WHY THIS MATTERS

Showcasing products prominently allows users to reach what they're looking for more quickly. In addition, popular products act as a strong social proof signal, often influencing other users' behavior and accelerating purchase decisions.

### Popular Gifts





# Create Gift Sets with Ready-Made Bundle Formats

You can group products that are frequently purchased together and present them as ready-made gift bundles. These bundles can be offered as complete sets or recommended as complementary products alongside core items.

## ♥ WHY THIS WORKS

Bundled gift sets simplify decisions and increase average order value by encouraging multi-product purchases.

### Gift Bundles



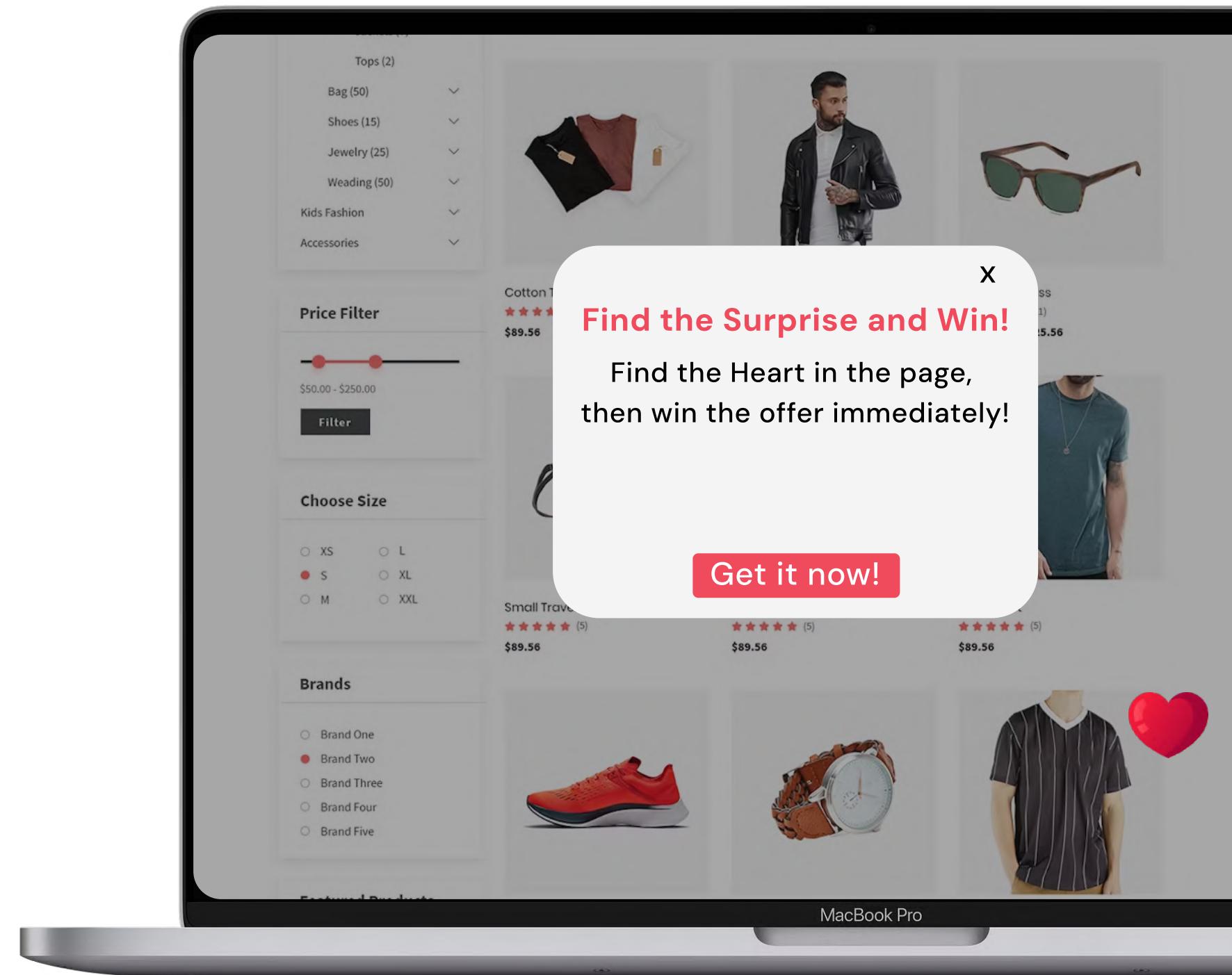
# Find the Surprise on a Category Page

Gamification is one of the most effective ways to capture user attention during emotionally driven periods like Valentine's Day.

On selected product or gift category pages, you can encourage participation with mechanics such as "Find the Heart, Win a Gift", guiding users to interact while exploring your collections.

## ♥ WHY THIS WORKS

By offering discounts or surprise gifts, you can activate both casual browsers and high-intent shoppers, while delivering a more enjoyable and memorable shopping experience.



# Countdown Timers

Use countdown timers before and during promotions to create urgency. Trigger product-specific messages for discounted items and display timers in key onsite areas like headers, pop-ups, or drawers.

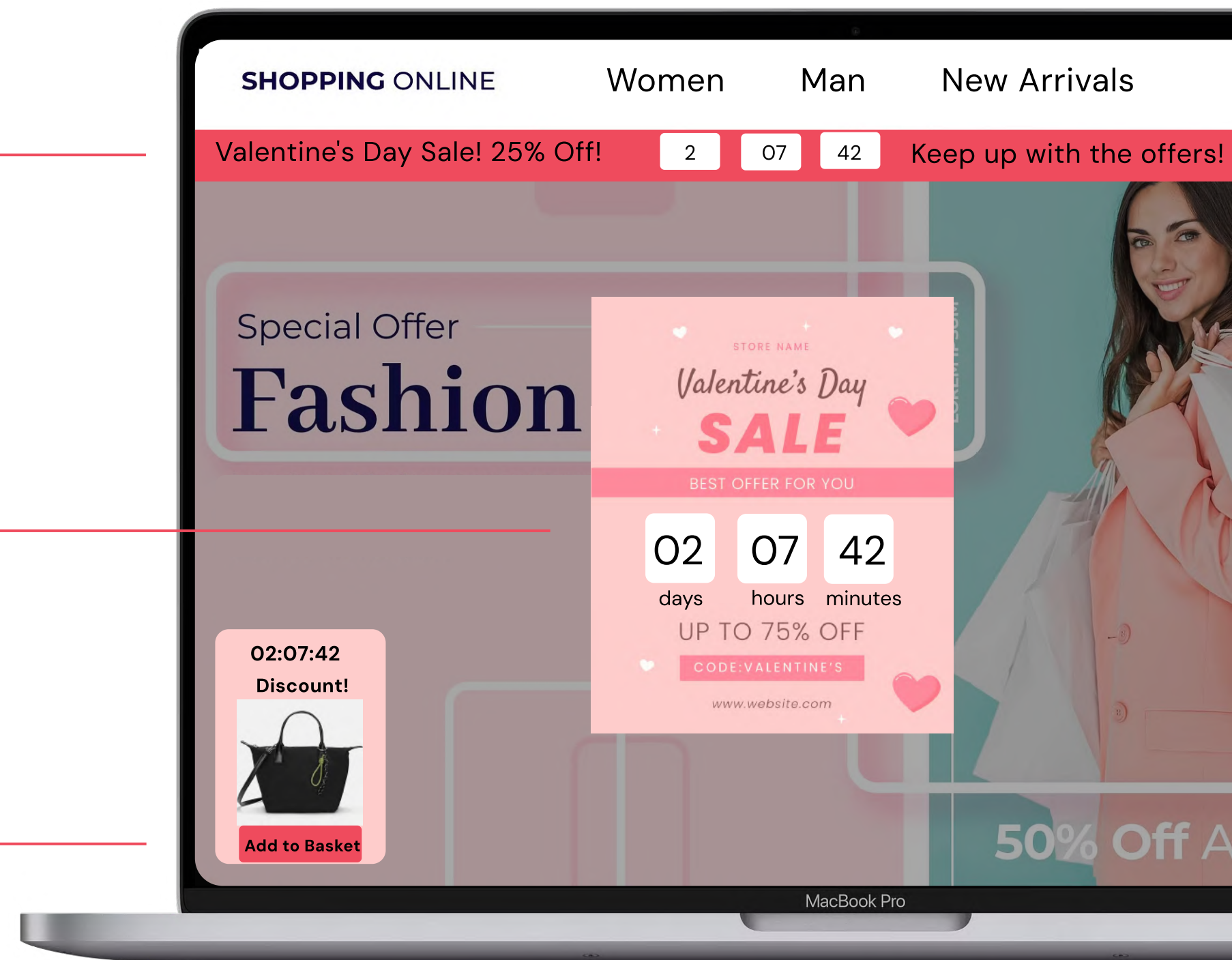
## ♥ WHY THIS MATTERS

Countdown timers create urgency and encourage faster purchases.

Header

Pop-up

Drawer





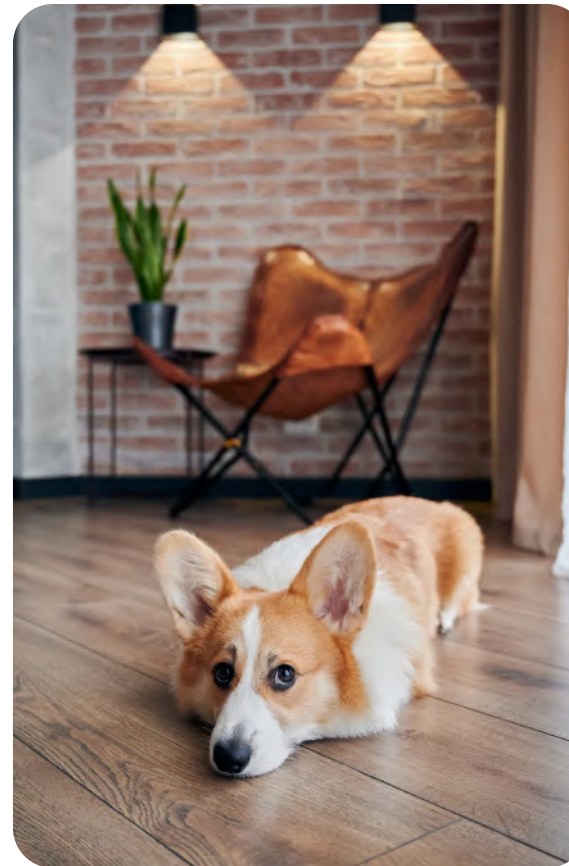
# Adapt Your Products to the Valentine's Day Concept

During the Valentine's Day period, you can expand your marketing strategy by adapting your products to the seasonal concept and presenting them through an emotional lens.

## ♥ WHY THIS WORKS

Emotional context increases relevance and unlocks new sales opportunities.

There's someone else waiting for a gift from you 🧡



Love lives differently in your home 🧡

# Email, Push Notifications, SMS

You can plan your Valentine's Day communication campaigns in three phases: pre-Valentine's Day announcements, last-minute reminders, and post-Valentine's Day follow-ups.

For bulk campaigns, prioritize your audience in stages:

- Start with opted-in and recently active users (those who opened or engaged within the last 6 months).
- Then expand to users who have engaged within the last year, excluding the most recent active group.

This approach helps you reach high-intent users first and improve overall conversion rates.



## Email

In addition to bulk sends, use personalized content and tailored emails to increase relevance and engagement.



## Web, Mobile, App Push

Schedule push notifications based on when your opted-in audience is most active.



## SMS

Keep SMS messages short and clear. Message content and tone should be concise while communicating value or urgency.





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